

Message Text

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PAGE 01 SAN SA 01320 180714Z
ACTION EB-08

INFO OCT-01 ARA-10 EUR-12 ISO-00 COME-00 FRB-03
CIAE-00 INR-10 NSAE-00 SP-02 OMB-01 STR-07 TRSE-00
PA-01 USIA-06 AID-05 /066 W
-----038978 181122Z /14

R 172145Z MAR 78
FM AMEMBASSY SAN SALVADOR
TO SECSTATE WASHDC 7382
INFO AMEMBASSY BRASILIA
AMEMBASSY GUATEMALA
AMEMBASSY LIMA
AMEMBASSY LONDON
AMEMBASSY MANAGUA
AMEMBASSY MEXICO
AMEMBASSY PANAMA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMEMBASSY SANTO COMINGO
AMEMBASSY SAN JOSE
AMEMBASSY TEGUCIGALPA
USDA WASHDC

LIMITED OFFICIAL USE SAN SALVADOR 1320

E.O. 11652: N/A
TAGS: EAGR, ETRD, ES, XK
SUBJECT: COFFEE: ROMERO MISSPEAKS; "RESPONSIBLE GROWERS"
STRIKE AGAIN

REF: SAN SALVADOR 1261

1. ON MARCH 15, LOCAL PAPERS CARRIED AN OFFICIAL
DENIAL THAT PRESIDENT ROMERO TOLD AP CORRESPONDENT
KEVIN KELLEGHAN THAT CENTRAL MILD PRODUCERS WOULD
SELL AT A PRICE OF \$1.80. THE PRESIDENT'S PRESS
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SECRETARY SAID THAT, "FOR EL SALVADOR, GIVEN THE
NECESSITY OF IMPLEMENTING ITS PROGRAMS OF ECONOMIC
AND SOCIAL DEVELOPMENT, A DESIRABLE AND TRULY
REMUNERATIVE PRICE WOULD BE \$210 PER HUNDRED
POUNDS. THIS WOULD NOT AFFECT EITHER THE CON-
SUMER OR THE PRODUCER, CONSIDERING THE PRICES
ATTAINED LAST YEAR."

2. ON MARCH 17, THE AUTODENOMINATED "RESPONSIBLE GROWERS" PUBLISHED ANOTHER FULL PAGE AD ATTACKING SALVADORAN COFFEE COMPANY DIRECTOR RICARDO FALLA. THE "RESPONSIBLE GROWERS" ARGUED THAT A SALVADORAN COFFEE POLICY BASED ON THE RESULTS OF LAST WEEK'S MEETING OF CENTRAL MILDS PRODUCERS WAS BOUND TO FAIL BECAUSE COLOMBIA AND BRAZIL, THOUGH INVITED, WERE ABSENT FROM THE MEETING, AND BECAUSE EVEN THOSE COUNTRIES WHICH ATTENDED CANNOT AND WILL NOT HOLD THEIR COFFEE OFF THE MARKET FOR LONG. CITING PRESS REPORTS OF SUBSTANTIAL BRAZILIAN SALES, "RESPONSIBLE GROWERS" CONCLUDE THAT FALLA'S STRATEGY OF KEEPING PRICES HIGH WILL NOT WORK. THIS CRITICAL ATTITUDE IS SUPPORTED BY MARCH 16 EDITORIAL IN PRESTIGIOUS SAN SALVADOR DAILY LA PRENSA, WHICH EXPRESSED CONCERN OVER RISKINESS OF DECISION OT HOLD COFFEE OFF THE MARKET.

3. STRONG INTERNAL OPPOSITION TO FALLA'S MANAGEMENT OF GOES COFFEE POLICY, LONG EVIDENT FROM INFORMAL CONTACTS WITH TRADE, IS NOW BECOMING PUBLIC.
DEVINE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: COFFEE, POLICIES, PRESS COMMENTS, PRICES
Control Number: n/a
Copy: SINGLE
Draft Date: 17 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SANS01320
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780120-0868
Format: TEL
From: SAN SALVADOR
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780354/aaaabtnj.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
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Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Previous Handling Restrictions: n/a
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Review Content Flags:
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TAGS: EAGR, ETRD, SOPN, ES, XK
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